



TOBACCO PREVENTION & CONTROL PROGRAM

PROGRESS REPORT

MARCH 2005



Tobacco Prevention Works



Investing for Future Generations

Our state continues to make major strides in reducing tobacco use and preventing kids from becoming addicted. National experts recognize the effectiveness of Washington State Department of Health's comprehensive, statewide program. Research shows that we're making a difference – despite the more than \$160 million per year the tobacco industry spends marketing its products here.

The voter-approved excise tax on tobacco products and the state legislature's commitment of funds from the settlement agreement with tobacco companies are providing the resources we need to continue this very important work.

This firm commitment to tobacco prevention and cessation is reducing smoking among youth and adults, saving lives, and saving money. But the job is far from finished. Thousands of teens in Washington still take up the habit every year and thousands of adults die from it.

We've made great progress by working with our partners in local communities, schools, and tribes, and it is time to build on that momentum. We need to continue to invest in proven tobacco prevention strategies to make sure that future generations of Washingtonians live long and healthy lives.

Mary C. Selecky
Secretary of Health



Program Progress

Tobacco use is the leading cause of preventable death and accounts for a substantial share of taxpayer medical expenditures. Tobacco-related diseases kill about 8,000 people every year in Washington State, more than AIDS, alcohol, drug abuse, car crashes, murders, suicides, and fires combined. The statewide Tobacco Prevention and Control Program is on track to meet its long-term objectives in reducing the burden of tobacco-related disease and death in Washington.

Since the launch of the program:

- There are 65,000 fewer kids smoking.
- The number of adult smokers has declined by 115,000.
- About 38,000 adults have been spared an early tobacco-related death.
- Overall future healthcare costs have been reduced by an estimated \$1.4 billion.
- Secondhand smoke exposure in homes has gone down 26 percent.
- The rate of smoking among pregnant women has dropped 25 percent.

Comprehensive and Statewide

The Tobacco Prevention and Control Program works with local health agencies, tribes, schools, and community organizations to deliver integrated activities to all Washington residents. The activities are based on comprehensive, proven, and cost-effective strategies.

In 2004, the program and about 40 state agency staff, stakeholders, and other partners completed a yearlong process to reaffirm and refine the strategic direction of tobacco prevention and control activities in Washington State. The recommendations are included in Strategic Priorities Update: Tobacco Prevention and Control Plan (December 2004).

Community and Tribal Programs

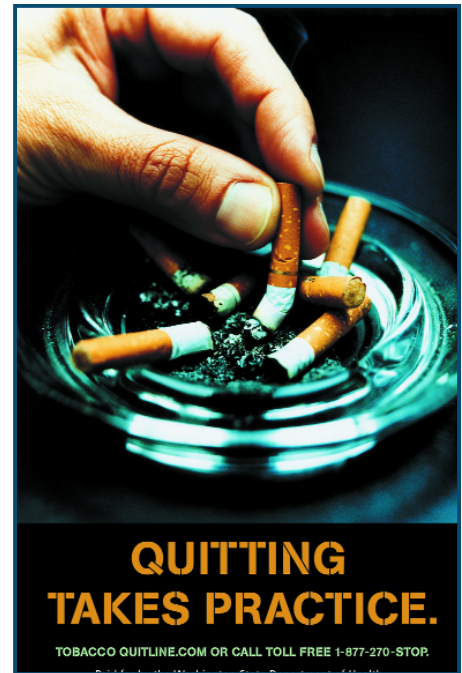
The state Department of Health funds tobacco prevention and control activities through local health departments and community organizations in all 39 Washington counties. In addition, the state funds anti-tobacco activities in 27 of the 29 federally-recognized tribes, and in five high-risk communities.

Public Awareness and Education

The Tobacco Program's advertising campaign uses traditional media, such as television and radio advertising, to help adults quit smoking, prevent teens from starting, and educate the public about the dangers of secondhand smoke. The program also uses innovative promotions to reach youth, young adults, and other high-risk populations targeted by tobacco industry marketing.

Tobacco Program Goals

- Preventing youth from initiating tobacco use
- Increasing tobacco cessation
- Eliminating exposure to secondhand smoke
- Identifying and eliminating tobacco-related disparities in high-risk groups



School Programs

All nine of the state's Educational Service Districts receive funding to help schools improve and enforce tobacco-free policies, establish stop-smoking programs for students, deliver research-based curricula, train teachers and staff, and provide information to families.

Quit Programs

The Washington Tobacco Quit Line, funded by the Department of Health, provides residents with free one-on-one counseling, tobacco quit kits, and referrals to local stop-smoking programs. The program trains healthcare system providers to effectively intervene with their patients who are smokers, and to assist these patients in quitting.

Policy and Enforcement

The Department of Health works with the state Attorney General, Liquor Control Board, and local law enforcement to enforce state and federal laws restricting tobacco sales and advertising to kids, and support local efforts to develop policies protecting against second-hand smoke.

Assessment and Evaluation

The Tobacco Program regularly collects and analyzes information on tobacco use among adults and youth in Washington. Overall program impact is assessed by comparing results to data collected before the program began and to national trends during the same period.

Progress in Reducing Tobacco Use

Youth

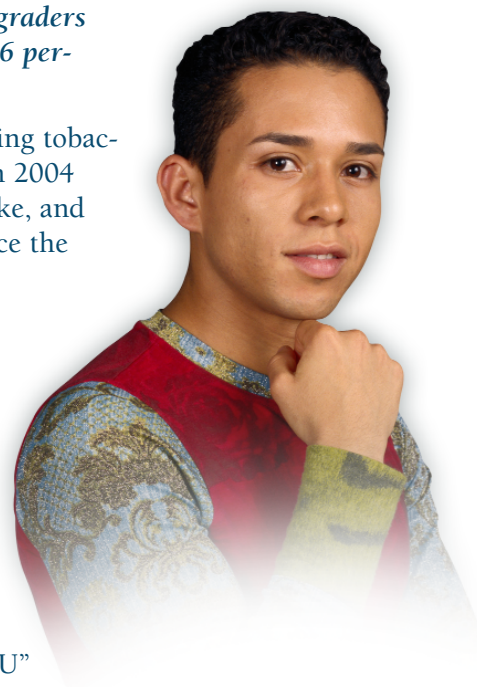
48%

10th
graders

OBJECTIVE: Reduce youth cigarette smoking from a pre-program rate of 25 percent to 16.2 percent or less among 10th graders and from a pre-program rate of 35.2 percent to 22.6 percent or less among 12th graders by 2010.

Washington is surpassing its objective for reducing tobacco use among youth. The most recent data from 2004 show that about 13 percent of 10th graders smoke, and less than 20 percent of 12th graders smoke. Since the start of the program:

- Youth smoking* in Washington has decreased:
 - 6th graders – down 57 percent
 - 8th graders – down 49 percent
 - 10th graders – down 48 percent
 - 12th graders – down 44 percent
- * Youth who reported smoking any days in the past 30 days
- There are about 65,000 fewer Washington kids smoking.
- Nearly twice as many high school youth are finding it hard to get cigarettes.
- Washington high school youth are outpacing the nation in resisting taking up smoking.
- Nine out of 10 youth who saw Department of Health “TOBACCO SMOKES YOU” ads said the ads gave them good reasons not to smoke.



26%

In
homes

Secondhand Smoke

OBJECTIVE: Reduce exposure to secondhand smoke in homes and at work.

Washington has made progress in supporting policies and attitudes that reduce exposure to secondhand smoke. Since the program began:

- Secondhand smoke exposure in Washington homes has gone down 26 percent.
- Even among smokers, more than 55 percent are not smoking in their homes.
- A majority of Washington adults – 91 percent – recognize that secondhand smoke is harmful.





Adults

OBJECTIVE: Reduce adult cigarette smoking from a pre-program rate of 22.4 percent to 16.5 percent or less by 2010.

Washington is on target to achieve its objective for reducing tobacco use among adults. The most recent data from 2003 show that the adult rate of smoking is now less than 20 percent. Since the program began:



- There are 12 percent fewer smokers – 115,000 people have kicked the habit.
- Washington has moved from a ranking of 20th to 10th in overall lowest smoking rate among all states.
- About 38,000 adults have been spared an early tobacco-related death.
- Overall future healthcare costs have been reduced by an estimated \$1.4 billion.
- More than 45,000 smokers have received help from the Washington Tobacco Quit Line.

Pregnant Women

OBJECTIVE: Reduce cigarette smoking among pregnant women from a pre-program rate of 14.6 percent to 8 percent or less by 2010.

Washington is on target to achieve its objective for reducing tobacco use among pregnant women. The most recent data from 2003 show that 11 percent of pregnant women smoke. Since the start of the program:



- Smoking among pregnant women in Washington, including those on Medicaid, has dropped 25 percent.
- The decline in smoking among pregnant women in Washington exceeds the national rate of decline.
- More than 1,200 nurses and counselors who work with high-risk mothers have been taught tobacco intervention skills.

The Work Ahead

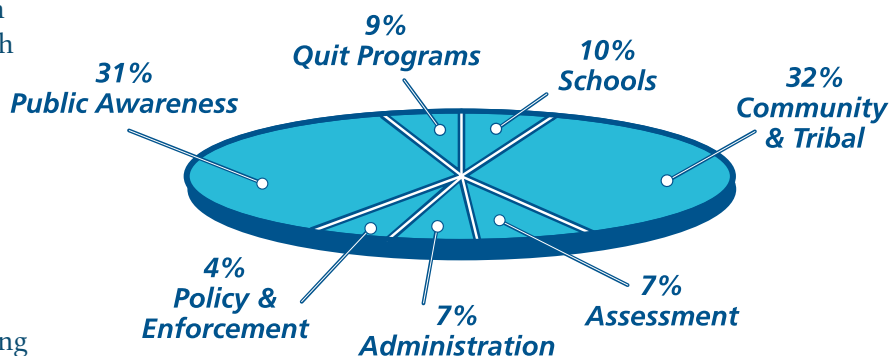
- Significant progress has been made in reducing youth smoking, but 45 kids in Washington still start smoking every day.
- Tobacco-related diseases continue to drain diminishing healthcare resources.
- More than 10 percent of babies are born to mothers who smoked during pregnancy.
- More than 100,000 non-smokers are exposed to secondhand smoke at work.
- People of lower socio-economic status and some minority, racial, and ethnic communities are still disproportionately affected by tobacco use and tobacco-related disease.
- Washington State must achieve long-term funding support to continue reducing tobacco use and counter the effect of tobacco industry advertising.

Partners in Prevention

More than 92 percent of the Tobacco Prevention and Control Program's \$28.7 million annual budget supports programs and services directly provided by public and private organizations. More than \$10 million goes to local communities across the state through contracts with county health departments, community organizations, schools, and tribes.

The Department of Health currently contracts with community programs in all 39 counties, all nine of the state's Educational Service Districts, and 27 of 29 federally-recognized Washington tribes. In addition, the department maintains contracts with organizations representing five population groups that experience disparate rates of tobacco use and tobacco-related disease.

Funding Distribution



Certification

The data in this report were compiled from a variety of national and state sources, including school-based and telephone surveys, various tracking systems, and the Tobacco Program's unique online reporting system, CATALYST.

A committee of six national and regional research scientists has reviewed the data and the program's evaluation methods, and certifies the validity of the findings in this report.

Committee members: David Fleming, M.D., Director of Global Strategies at the Bill and Melinda Gates Foundation; Nancy Anderson, M.D., M.P.H., Office Chief, Office of Family Services, Washington State Department of Social and Health Services Medical Assistance Administration; David Cowling, Ph.D., Research Scientist at the California State Department of Health Services; Jeffrey Fellows, Ph.D., Senior Research Associate at the Kaiser Permanente Center for Health Research; David Hopkins, M.D., Coordinator of the Community Guide Branch, National Center for Health Marketing, Centers for Disease Control and Prevention; and Alison Shigaki, M.D., Seattle International Community Health Services' Patient Care Clinic.

For More Information

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This document is available upon request in alternative formats: 1-800-525-0127 (for the hearing impaired, call 1-800-833-6388).



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HEALTHIER WASHINGTON

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UNFILTEREDTV.com

SecondHandSmokesYou.com